



# Prime Day Prep and Strategy



# CHRIS GRAY – CEO of BRANDWOVEN

- 18 Years experience working with large, premium brands
- 6 Years leading Brandwoven (Formerly Run AMZ)
- Managed over \$1.7B in collective consumer sales of sporting goods products across multiple channels
- Experience in big box, specialty retail, 2-Step distribution and D2C channels



# JOEL ENNIS – VP of MARKETING at BRANDWOVEN

- 20 Years in eCommerce
- 15 Years experience working with large, premium brands
- 7 Years at Amazon helping to build out their ad business
- 7 Years leading ecommerce agency marketing teams
- Experienced with all things Amazon Advertising



# ABOUT BRANDWOVEN



28K

ASINS managed



\$175M

Amazon sales managed  
per year



+4

Years Avg Client  
Retention



+35

Staff

Brandwoven is a full-service marketplace management agency dedicated to helping premium brands thrive on Amazon, Walmart.com, Target.com, and other online marketplaces.

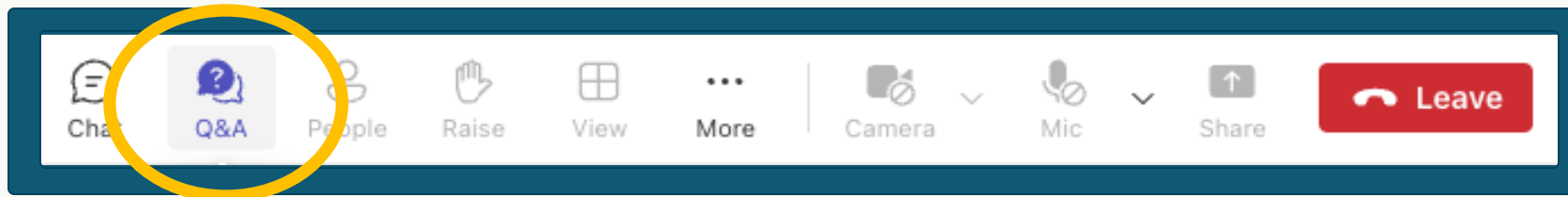
Our services cover every corner of the digital marketplace including catalog management, digital merchandising, logistics, marketing, and more.

Our approach is consultative and we value long-term partnership and brand stewardship over everything else.

Learn more at [www.gobrandwoven.com](http://www.gobrandwoven.com)

# FRAMEWORK

- Participants are muted and cameras turned off but feel free to ask questions
- Use Q&A button at top right of screen at any time
- We will try to answer questions real-time but may elect to wait until end of presentation
- Presentation planned for 15-30 minutes
- Link to the webinar will be posted online within 48 hours





# WHAT WE WILL COVER

- Expectations & Changes for Prime Day 2025
  - Schedule & Important Dates
  - Planning amidst tariff unknowns
- Prime Day Preparation
  - Logistics & Catalog
  - Promotional Planning & Strategy
- Marketing Planning & Execution
  - Determining the right strategy for your brand
  - Prime Day Preparation & Expectations
  - Post-event strategy

# Prime Day 2025



# Key Dates



- May 6<sup>th</sup> - Prime Exclusive Discount Submissions Open
- May 23<sup>rd</sup> - Deal Scheduling for Best Deals & Lightning Deals Close
- May 26<sup>th</sup> - Ship Product to FBA
- June 9<sup>th</sup> - FBA Product Receipt Date
- June 15<sup>th</sup> - Final PDP updates
- Around June 25<sup>th</sup> - Dates Announced
- July 4<sup>th</sup> - Marketing Strategy & Changes Set
- 3 Days before Event - Start PDP Audits
- Mid-Late July - PRIME DAY!



# Thoughts on Prime Day 2025



## Extended to 4 Days

Amazon's extension of Prime Day to 4 days is likely to concentrate more sales into the event period but will also likely cannibalize additional full-price sales that would have happened in the June/July timeframe.

With this change in play – competition will be greater and margins thinner than ever for participating brands.

Extending to a 4-day event makes participation almost mandatory, or brands risk significant market share erosion.



## More Participants Each Year

The last several Prime Days have seen increasing participation and competition as brands battle over the extensive traffic generated during the tentpole event.

With tariffs driving prices up, we expect Seller Central brands to have greater flexibility to participate as Vendor Central brands may still be haggling over price increases that are needed by the manufacturer.



## Increased Cost of Marketing

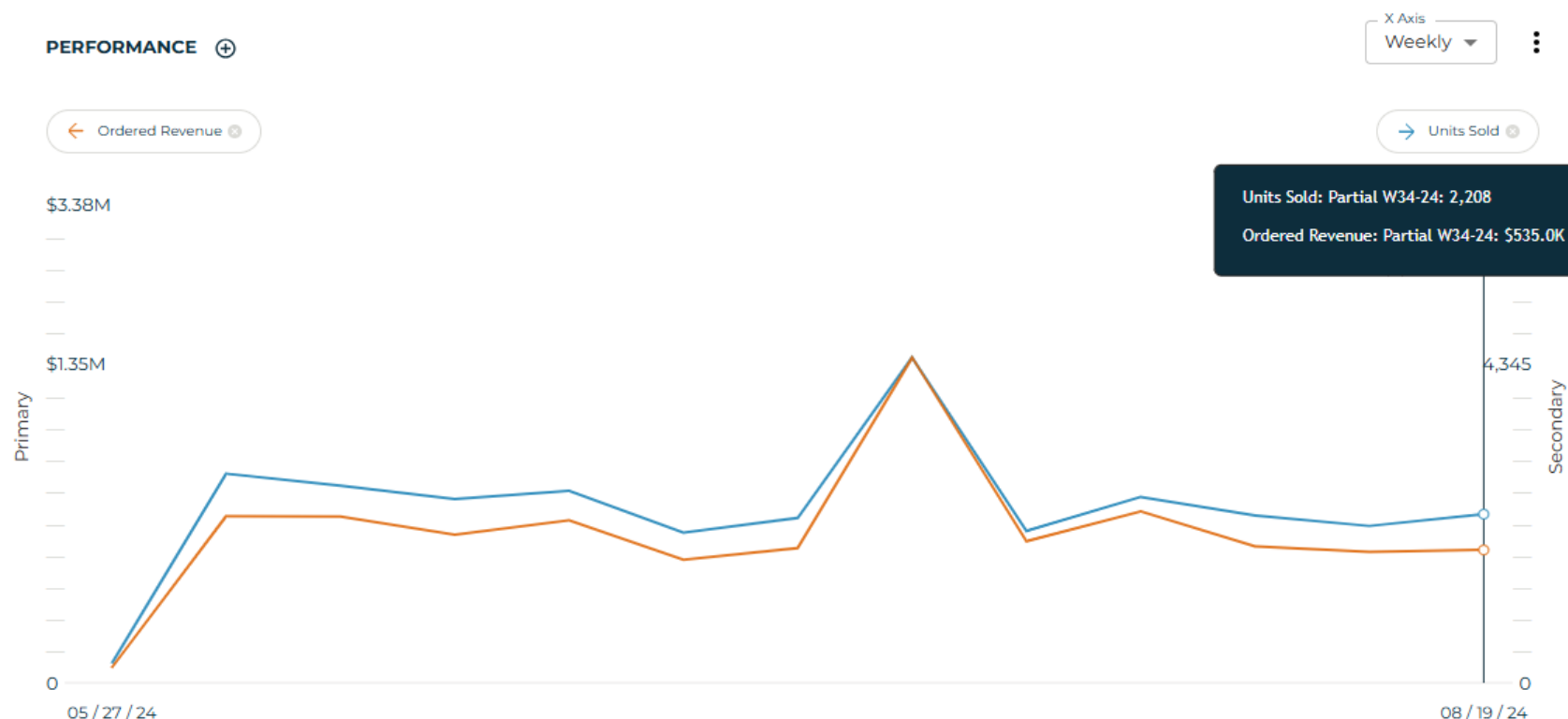
Increasing marketing costs in and around Prime Day are another key consideration going into 2025. Prices have been increasing 20-50% every year, depending on product category, on top of funding.

Price pressures may reduce deal participation in 2025, as brands lack the funding and profitability to pay for marketing, discounts off retail, and absorb even portions of tariffs for impacted products.

# Prime Day - A Necessary Evil?

A typical sales graph around Prime Day with declining sales leading up to and out of the event, with a large spike during the event period.

- Net incremental sales are likely not driven by Prime day.
- Lack of participation is not a likely option due to almost certain participation from competition.
- Prime Day is an opportunity for some to gain consumers and visibility but an expensive necessary evil for others.



# Prime Day - A Necessary Evil?

- Amazon changing its promotional fee structure starting June 2
  - Will now be a fixed fee + % of sales
- Promotional Cost Changes – June 2025
  - Coupons: Now 2.5% of sales vs \$.60 per coupon
  - Best Deal/Lightning Deal: Fixed Fee + 1% of sales (capped at \$2,000)
  - Prime Exclusive Discount: Fixed Fee

New fees could make it cheaper for promotions that don't see significant success, but the additional % of sales is on top of funding for the discount itself and represents another contributor for margin erosion for brands.

# Prime Day 2025

## 1. Have A Plan –

1. Know what you're trying to accomplish with Prime Day deals
2. Plan into, and exiting from, Prime Day - not just the event itself

## 2. What About Tariffs?

1. Unknown price impacts make promotion planning difficult. Remember – you can always pull a scheduled deal
2. Remember deal tenants – raising retail prices before Prime may exclude participation due to Amazon deal rules

## 3. Do I have to Participate?

1. Non-participation almost certainly means losing to competition during Prime Day and the days surrounding it
2. Don't participate if you can't justify the investment



# Digital Merchandising

- Focus on conversion: Assure eyes turn to \$\$
- Make your brand stand out – tell your story
- Assure product is easy to shop. Think from a consumer's perspective



ULTRA-LITE<sup>2</sup>  
RAIN SUIT  
MEN'S

MEN'S SUIT				
Size	Chest	Waist	Sleeve	Inseam
S	48"	48"	35 1/2"	30"
M	51"	51"	36 1/2"	31 1/2"
L	54"	54"	37 1/2"	33"
XL	57"	57"	38 1/2"	34"
2X	60"	60"	39 1/2"	35"

# Logistics

- Forecast now & begin planning shipments
- All shipments scheduled by May 15<sup>th</sup>
- All shipments leave before May 26<sup>th</sup>
- Plan for the pre and post Prime dips



# Determining Your Marketing Strategy



# SETTING THE STRATEGY

- Deal event - have deals or be awareness focused
- Be mindful of how Amazon directs the traffic, deal badging, etc.
- Chose NTB Gateway ASINs - often low cost (less margin impact)
- Have a narrow SKU focus, but aggressive discount to maximize bringing new customers into your brand cost effectively
- Have promos/coupons live the week prior to event

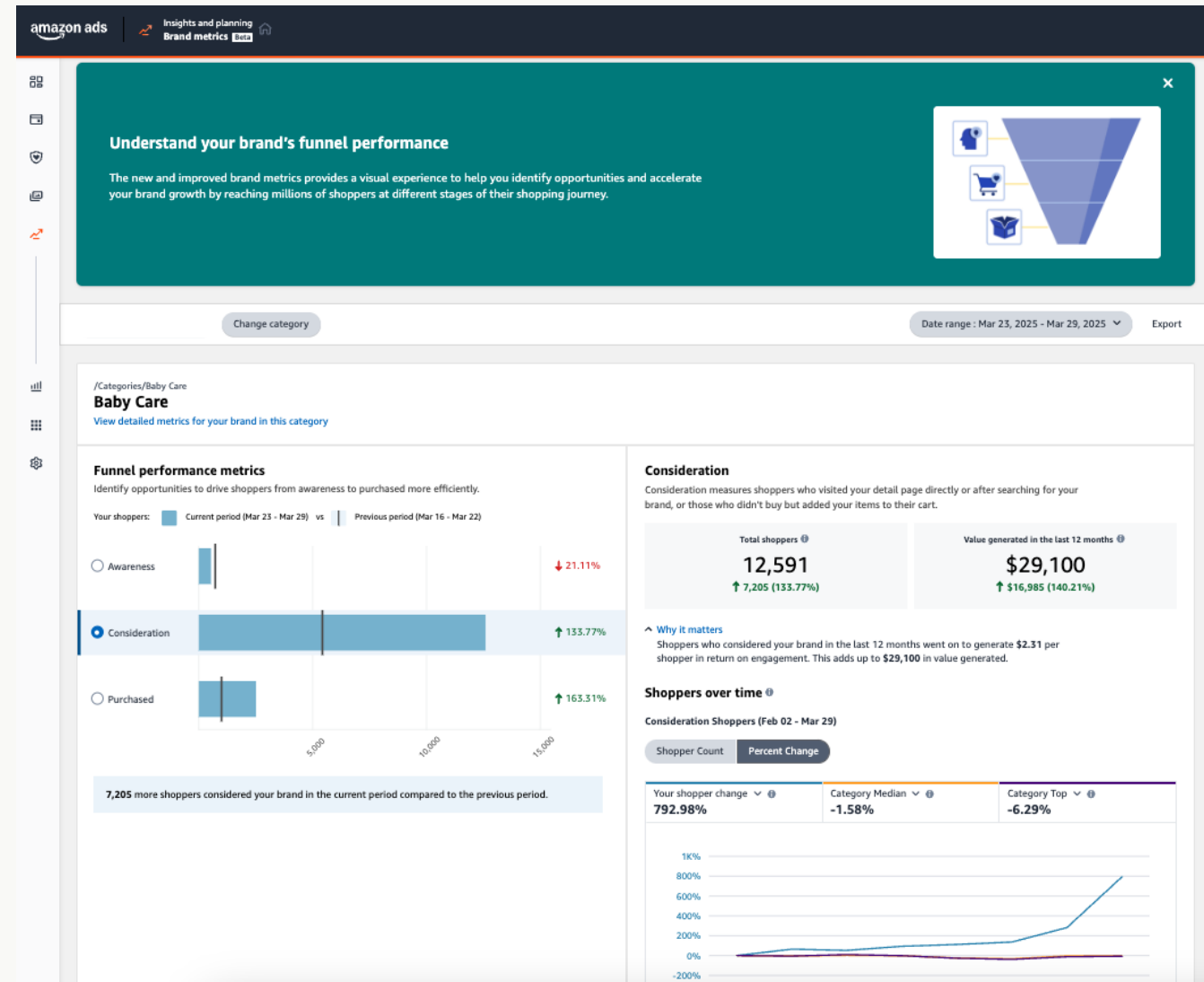


# Preparing to Scale During Prime Day



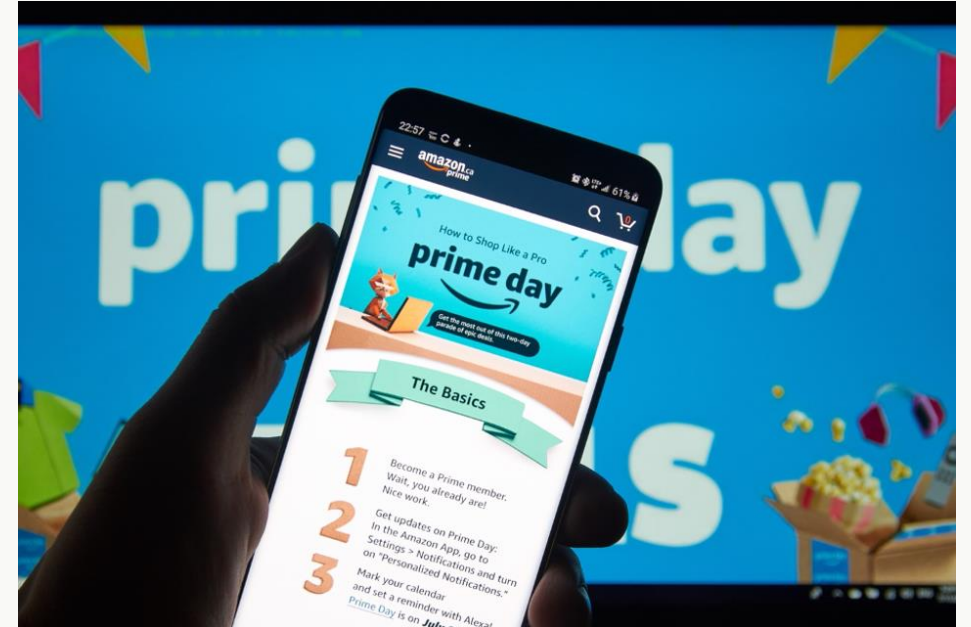
# FOCUS ON NEW CUSTOMER ACQUISITION

- Focus on Top of Search for non-branded category terms
  - Utilize Sponsored Products Top of Search bid modifiers
  - Leverage Sponsored Brand
    - Impression Share vCPM
    - Video Top Of Search Bid Adjustments



# FOCUS YOUR BUDGET

- Prime Day is a deal focused event and shoppers will be focused on finding deals
  - Pause non-deal ASINs with your primary category focused campaigns
- Use Add Budget Rules to schedule additional budget to be added to the campaigns featuring your deal ASINs
- Utilize Schedule Rules to increase bids within your deal focused campaigns during the event



# THE BEST OFFENSE IS A GREAT DEFENSE

- Continue to defend your branded terms
  - AMC shows that branded term defense yields a strong New To Brand% in many cases and even more so during deal event periods
- Target your deal ASINs with lesser deal or non-deal ASINs to defend against placement on your deal detail pages
- Create AMC audiences for New To Brand customers and non-repeat customers in order to increase Sponsored Brand bids, reaching those shoppers more aggressively during the event
- Send event-specific hidden promo codes to your email lists prior to the event





# MAXIMIZING SCALE

- Adjust bids and budgets of existing campaigns to avoid any delays in terms of approvals or campaign ramping during the event
- Leverage Amazon DSP for reach, scale, and nuanced targeting capabilities
- Consider leveraging Prime Video Ads in the lead up week to the event to gain maximum exposure with your target audience
- Utilize AMC to target past deal event purchasers



# Post-Event Strategy



# AFTER THE EVENT

- Retarget cart abandoners with Sponsored Display + Custom AMC Audiences or with hidden promo codes via DSP
- Retarget newly acquired customers post event to drive the second purchase
- Measure success based on reduced cost per newly acquired customer and glance views gains post event resulting from organic search rank gains



# Interested in Learning More?

Schedule a consultation via

[info@gobrandwoven.com](mailto:info@gobrandwoven.com)

or by scanning the QR code





# Thank you



[www.gobrandwoven.com](http://www.gobrandwoven.com)